

Ready for Queries and Complaints

The Tribune Organizes the Machinery to Investigate Grievances and Answer Questions on Advertising.

Samuel Hopkins Adams Starts a New Department—The Bureau of Investigations Opens for Business July 1—What It Will and Will Not Do—Only the Anonymous Inquirer Barred.

By SAMUEL HOPKINS ADAMS.

Do you buy merchandise? Most people do. When you buy merchandise, do you know what you are buying? Most purchasers do not. Because of this lack of knowledge, which they have not the time or resources to supply, the public buys chiefly upon the representations of the merchant as set forth in his advertising.

Fortunately, the great bulk of advertising is reasonably honest and approximates the standard of a dollar's worth for a dollar. Certain lines must be excepted, such as the widely exploited "cures," and much of the financial and real estate opportunities which urgently promise vast fortunes from infinitesimal investments. But actual, tangible goods are mostly offered and sold on principles of fair dealing. Profiting by this fact and the general confidence begotten of it, there has arisen a class of merchandisers whose commercial practices vary all the way from near-honesty to downright fraud. They are the petty guerrillas of business. You may find their trails in every newspaper and other publication which does not expertly censor its advertising.

Between their advertisements and those of the honorable dealer there is always a difference, but it is often a difference which only the trained eye and mind can detect. To put at the disposal of every Tribune reader all the facilities and facilities of such trained observation is the purpose of an organization which is now being completed. After July 1, 1915, The Tribune will be ready, through its Bureau of Investigations, to answer such questions and handle such complaints as come within its scope. The answer may take the form of a personal letter to the applicant for information, or it may appear in the forthcoming department, to be called "The Ad-Visor," in which, at regular intervals, I shall deal with such questions of advertising and merchandising as may be of general interest. Back of every reply or comment will be the careful investigations of a bureau organized and conducted upon rigidly scientific lines, and supervised by trained professional investigators. My part will be merely to give selective and illustrative utterance to the Bureau's findings.

The new department, with its twofold service of private information and public enlightenment, is the natural outcome of last winter's exposures in The Tribune of crooked advertisers and their willing and well-paid accomplices, conscienceless newspaper and magazine publishers, just as those exposures were the logical sequel to The Tribune's announced policy: "First to Last—the Truth: News—Editorials—Advertisements," and its unsparing analysis of the old, false and hypocritical "double standard of journalism," so smugly practised by certain newspapers, and so aptly satirized by F. P. A. in his column:

"Better than gold an honest name,
Be true, and let the envious heckle!
Be fair, whoever wins the game!
Says Editorial Dr. Jekyll.
Does zero weather give you chills?
Insomnia leave you weary-eyed?
Buy Fakem's Phoney Purple Pills,
Says Advertising Mr. Hyde."

No sooner did my articles begin to appear, than there poured in upon The Tribune a flood of queries, suggestions, complaints, and even some interesting protests, far beyond the power of the staff, as then organized, to answer satisfactorily. It became evident, at once, that if the work was to assume permanency, a special investigator and advisory institution must be devised and established. That institution, of which Mr. C. E. La Vigne, formerly an investigator with the United States Department of Commerce, is director, has formulated its system, and its machinery will shortly be in shape to start operating. When it gets going, it will be the eyes, ears and investigating mechanism of any Tribune reader who wishes to put any question regarding advertised goods or merchandise. The purpose of The Tribune Bureau of Investigations, as it may be of service to you, the reader, may be generally expressed in the following category of what it will do.

1—It will investigate and report upon any local merchandise or any advertisement of local merchandise where a reasonable basis for such investigation is afforded in the question or complaint submitted to it.

2—It will advise as to the reliability of any advertisement or public offer of merchandise submitted to it.

3—It will publish, through The Ad-Visor's Department conducted by myself, such queries, with the answers, as bring out information of general interest to the purchasing public, holding confidential the identity of its correspondents, if desired.

4—It will pay particular heed to any question, criticism or complaint regarding advertisements in The Tribune; the fundamental purpose of the Bureau is protection for Tribune readers.

5—All services of the Bureau are free, not only to subscribers to The Tribune, but to any reader, though he has no more than picked up somebody else's copy of the paper from a streetcar seat.

All this without prejudice to The Tribune's guarantee of money back to any dissatisfied purchaser of goods advertised in The Tribune. The Bureau is merely supplementary, in this sense, to the guarantee. It offers the ounce of complete prevention to those who prefer it to the pound of partial cure. For "your money back" can never be more than a partial cure to the aggravation of the customer who feels that he has been misled. What the Bureau of Investigations and its mouthpiece, The Ad-Visor, will not do is:

1—It will not offer opinions as between one reputable and honest dealer or advertiser and another.

2—It will not regard anonymous communications, except as way-farers to the wastebasket. Your confidence will be respected if you write us in confidence; but you must make known who you are. "Justitia," "Pro Bono Publico" and "Stung," please do not write.

3—It will not give any exemption from criticism or preference in advice to Tribune advertisers over equally honest advertisers who do not patronize The Tribune.

4—It will not make any statement of fact, either publicly or privately, which cannot be supported by the actual evidence gathered by our investigators and available on call from our files.

5—It will not answer any queries in which the determination must, of necessity, be one of opinion, such as questions relating to theatrical productions, recognized stocks or bonds, or any question in which public morals or ethics, apart from the specific business morals or ethics of the transaction under discussion, are involved.

Let me state here with all due emphasis, that there will be many questions which we cannot answer, even though they may come within the announced scope of the Bureau. No authoritative Hall of Fame Board has ever presented The Tribune with a diploma for omniscience, nor have I been elected, up to date of present writing, president of the Know-It-All Club. There are many things that we don't know, right in our chosen field of merchandise. Some of them we probably shall never find out. But it will not be for lack of endeavoring to employ every resource that money and experience can command. And whatever we do find out is absolutely at the call of The Tribune-reading public.

One more point; and an important one. Our first interest is in, and our first duty toward, the purchasing public. But this does not imply that we shall always be found acting as counsels for the complainant. Frequently complaints have come into this office in which it was the purchaser and not the vendor who was at fault. Sometimes the purchaser has passed out from the fold of Tribune readers deeply aggrieved by our refusal to support his contention and firmly convinced that we were backing the advertiser from the most unworthy motives. In nine cases out of ten, however, where justice lay with the defendant, the accuser's contention has proved to have no sounder basis than a misapprehension

SLADE TRIALS DELAYED

Rae Tanzer's Case Also Goes Over in U. S. Court.

Judge Wallace in the United States District Court yesterday postponed the trial of David and Maxwell Slade, the lawyers indicted in connection with the James W. Osborne-Rae Tanzer case. The court passed the case for the day at the request of counsel for the defense, but the work of getting a jury probably will not begin until tomorrow, when Martin W. Littleton, chief counsel for the Slades, who is occupied with the Pell trial in Long Island City, can be present.

Albert J. McCullough, a private detective employed by the Slades on the Tanzer case, is a co-defendant with them. The Slades did not appear in court yesterday. A score of witnesses for the government were on hand and the court directed them to return today. The cases of Rae Tanzer and her sisters, charged with perjury arising out of their identification of James W. as the mysterious "Oliver Osborne" who paid his attentions to the little milliner, were called yesterday, but put over until the July term of court.

PELL RECKLESS. SAY WITNESSES

Drove Car Into Lighted Train That Whistled for Crossing. Is L. I. R. R. Defence.

Testimony that S. Osgood Pell drove his automobile at reckless speed on the tracks of the Long Island Railroad was given in defence of the railroad by witnesses before Justice Aspinwall today in the Supreme Court. The case, which is the fifth day of Mrs. Elizabeth Warden Pell's suit for \$250,000 damages for the death of her husband, is a somewhat different status from ordinary juries. It will not, strictly speaking, be a trial jury. It will be simply an advisory jury. Justice Aspinwall said yesterday that the case was not a trial, but a proceeding to work out, but he was settled on the question as to the capacity of the jury.

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All said they saw the headlight and noticed that two or three cars were lit. As they got over the crossing and were about fifty feet beyond the tracks an automobile, which they afterward learned was Pell's machine, passed them at high speed.

Rogalsky was so sure that there would be a collision that he opened the door and jumped out while the machine was still going. Just as the collision occurred they saw streaks of electric light flare from the tracks and the lights in the cars go out. Wolff testified that he told his chauffeur that he had no right to go over the crossing in the face of an oncoming train, but this evidence was ruled out.

Miss Vida White, fifteen years old, who lives about half a mile from the crossing, said she saw the train approach with the three front cars lighted. She heard the whistle for the crossing and suddenly saw a dazzling flash of blue light. All the lights in the cars went out and the girl heard a crash.

Several other witnesses gave similar testimony.

CHURCHILL URGED FOR DIST. ATTORNEY

Friends of Head of Education Board Suggest His Nomination by Democrats.

Friends of Thomas W. Churchill, president of the Board of Education, are urging his nomination for District Attorney on the Democratic ticket this fall. In the last year Mr. Churchill has incurred the displeasure of Mayor Mitchell and members of the Board of Estimate by fighting for the right of the Board of Education to have all the money it wishes to spend, regardless of the Board of Estimate. It is said that Mr. Churchill realized that his position as president of the Board of Education will be increasingly difficult owing to the proposed greater economic campaign.

As he is politically ambitious, the friends of Mr. Churchill have suggested that he would find an easy way out of his present difficulties if he could get the nomination for District Attorney.

Although he stands well with Tammany, the leaders are not at the present time looking upon his name with any particular favor. Tammany real-

Thomas Murray, a chauffeur, who the police say, is known as Bull Murray, was shot in the left leg last evening by Patrolman William Weisner of the East 104th Street station, and taken to Harlem Hospital a prisoner charged with attempted felonious assault. The policeman said Murray, when ordered to move on, seized his club and tried to strike him with it.

on the part of the customer, and we have been able to adjust matters to the satisfaction of both parties. After all, most people are just and reasonable when brought face to face with facts. And where The Ad-Visor can act privately as an unofficial Referee in Equity, a still further good purpose will be served.

Answering questions, however, will not comprise the entire work of the new department. There remain, and probably always will remain, so long as careless or crooked newspapers sell advertising space without inquiry as to the character of the advertiser's business, the fakers and frauds. Against them the interrogation mark is too slight a weapon. The only implement for dealing with muck is the muckrake; and these men are the muck of the advertising world, muck from which arises a stench of suspicion to taint all advertising, the good with the bad. From time to time, I shall take my muckrake in hand and apply it to these gentry. They, and their beneficiaries in the newspaper and advertising world, have diligently spread abroad the report that The Tribune and I, terrified at the multifarious threats of libel (about one-half of one per cent of which have even advanced beyond the stage of threat-

NEW THAW FIGHT TO GAIN LIBERTY GOES ON TO-DAY

Special 1915 Model Trial Will Determine Sanity of Slayer.

JURY ADVISORY BODY; JUDGE SOLE ARBITER

Verdict of the Twelve May Be Upset by Court—Harry Plans to Visit Fair.

The special, new-fangled kind of trial invented for Harry K. Thaw's particular benefit will be put in operation this morning at 10:30. It will be before Justice Hendrick in Part III of the Supreme Court. The big new feature in this 1915 summer model of Thaw trial is the fact that it is a habeas corpus action on the question of sanity before a jury.

If it is successful in giving him his liberty Thaw plans to take a trip to the San Francisco Exposition. This is already under discussion in his family. Thaw's lawyers worked out the model of the new trial, Justice Hendrick approved it, the state opposed it and the Court of Appeals upheld the jury.

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afflicted with an incurable form of insanity.

Mrs. Mary Copley Thaw, Harry's mother, came to town yesterday and is in improved physical condition since he was taken from the Tombs to Ludlow Street, having a better opportunity to exercise there and being an active handball player. He had many friends both among the inmates and keepers. One of the latter said yesterday that they believed him sane.

It is probable some of them will be subpoenaed by Thaw. It was reported that the Attorney General had planted a detective in the prison as a prisoner to obtain evidence against Thaw, but the state representatives refused to divulge what they have up their sleeves.

TO CONFER WITH DU PONT

Mutualization Board Takes Up Equitable Plan To-day.

The mutualization committee of the Equitable Life Assurance Society will meet to-day at the company's offices to discuss plans to mutualize the company. General T. Coleman Du Pont, who purchased the majority stock of the society from J. P. Morgan, will confer with the committee at the meeting. General Du Pont has announced that he bought the stock to offer it to the society for mutualization. The Superintendent Frank Hasbrouck of the State Insurance Department, said yesterday that the department was paying careful attention to the proposed Equitable mutualization and that he expected to issue a statement regarding it to-morrow. The superintendent said the department had no knowledge yet of any definite plans for mutualization, but expected to meet the committee to-day. Judge Day, president of the Equitable, would not discuss any possible mutualization plans yesterday.

AFFIDAVIT MAKER PLEADS NOT GUILTY

Stahl Acts Bared When Arraigned for Perjury in Lusatiana Gun Yarn.

Gustav Stahl, German reservist and chief Lusatiana affidavit maker, who swore he saw four 6-inch guns aboard the Cunarder before she sailed on her last fateful trip from this port, was arraigned in the Criminal Branch of the Federal Court yesterday afternoon and pleaded not guilty before Judge Russell to a perjury indictment. He wore an air of bravado when he was led into the courtroom, shackled to the court proceedings. Acting upon the motion of Assistant United States Attorney Roger B. Wood, Judge Russell remanded Stahl to the Tombs in default of \$10,000 bail, and set his trial for July 12.

Neither Stahl nor his counsel, former United States Attorney Harold S. Deming, had anything to say after the court proceedings. It is thought, however, that Stahl will eventually make a confession, in an effort to escape the penitentiary. His counsel's request that Stahl be given until July 6, in which to enter a plea of not guilty, was considered as ground for the belief that the prisoner reservist may expose the German Secret Service ring which, Federal agents believe, instigated the Lusatiana affidavit scandal. Heinz Hardenberg, former roommate of Stahl, and alleged member of the German Secret Service, who disappeared mysteriously after having been brought to New York City, is expected to testify against Stahl, has not been found yet. Stahl's attorney said last night that he expected to get bail for his client within a few days. He refused to disclose the identity of the prospective bondsman for the reservist, who, according to Federal investigators, was friendless, homeless and out of work up to the day on which his affidavit was filed with the State Department.

KILL BOY 'THIEF' IN PLAY

Playmates Fire Rifle in Scuffle After Threat to Shoot.

(By Telegraph to The Tribune.)
Winnet, Conn., June 21.—Pointing a gun at his playmates, thirteen-year-old Adam Pietrzick, in Southington, yesterday afternoon said: "If you were robbers I could kill you all!" Immediately three boys jumped on Pietrzick, and during the scuffle the rifle, which was loaded and cocked, was discharged. The bullet entered the chest of Pasquale Mariano, twelve years old. The boy ran about fifty feet and dropped dead. Pietrzick was held for the Coroner's inquest.

ONE MINUTE PLEASE!

While leaving a party in Brooklyn Hills, Catherine Smith, fifty-nine years old, who had been suffering from heart disease and acute indigestion before she reached her home, 730 Boyd Avenue, Woodhaven.

Paterson, N. J., it is believed, will take exception to the census tabulations which show its population has fallen to below 2,000, and that city officials say there has been no loss, and may ask for a re-enumeration.

Three chauffeurs were fined \$5 each by Magistrate Murphy in Yorkville Court for having blinding lights on their automobiles in violation of a corporation ordinance. The magistrate said the would make an investigation at night to see if the lights were dazzling.

George J. Buhl, of 123 West Sixty-first Street, was fined \$10 by Magistrate Murphy in Yorkville Court, for flouting the complaint was Rose Spatz, sixteen, of 342 East Forty-ninth Street, who had him arrested as he was being shaved in a barber shop.

Concert Singer in Bankruptcy.

Thomas Egan, a concert singer, of 5,000 Broadway, is petitioning in bankruptcy to-day, with liabilities given at \$22,100 and no assets. The debts were contracted in New York, Mount Vernon, Muscatine, Iowa, and San Francisco. They are for printing, advertising, services, loans and rent.

RED-MAN COLLARS 2 for 25c.

Troy's Best Product

OXWOOD

Under Cover

FREIGHT CLERKS ON NEW HAVEN STRIKE TO-NIGHT

Head of Brotherhood Says Company Must Yield or Men Will Go Out.

OTHER UNIONS URGED DELAY

Chairman Elliott Declares Employees of Road Who Quit Will Lose Their Places.

Unless the New York, New Haven & Hartford Railroad yields to its freight clerks by 6 o'clock to-night a strike will be called. This ultimatum was announced by John J. Forrester, grand vice-president of the Brotherhood of Railway Clerks, at a meeting of the Harlem River lodge of the organization held last night in the Bronx Opera House, Bergen Avenue and 149th Street.

"I have already given to the committee of the union," he said, "my consent to the calling of a strike. There must be a settlement, and that settlement must be according to the requests of the organization."

Mr. Forrester asserted that the company was trying to disrupt the brotherhood, and that its insistence upon defining the term "administrative position" and adding office after office to the list of "administrative positions" rendered its offer to arbitrate absurd.

The United States Commission on Industrial Relations, he continued, ought to investigate conditions in shops in Hartford, Conn.

James McDowell, Harlem River agent of the railroad, made a general denial of Mr. Forrester's assertions.

New Haven, Conn., June 21.—Two thousand freight clerks of the New York, New Haven & Hartford Railroad went about their jobs to-day expecting an order to strike. The brotherhood committee, which has negotiated with C. L. Bardo, general manager of the road concerning the clerks' grievance, took no action this afternoon and it appeared to-night that a strike would not be called until to-morrow, when John J. Forrester, national vice-president of the brotherhood, will return here. President Elliott declared his firm conviction that the company was within its rights and his willingness to arbitrate.

In explanation of Mr. Forrester's sudden trip out of town, it was said his presence was required "at certain points" to smooth out trouble. The explanation was taken to mean that the clerks are becoming restive under the strained conditions and are vexed at the delay in calling a strike.

"Big Five" Oppose Strike.

Another possible reason for delay is the attitude of the "big five" unions of engineers, firemen, conductors, trainmen and telegraphers—whose officers met to-day. Nothing concerning their proceedings was made public officially, but it was said they were opposed to a strike and would ask the clerks to postpone action until a committee of their members had conferred with the clerks' committee.

Howard Elliott, head of the road, made his position plain last night in the following statement:

"Since June 8 an earnest effort has been made to harmonize all differences, and I thought with success, until this morning.

"No question of wages or hours of service is involved. The company is responsible for carrying the business of the public, and to do that it must have some rules of procedure and discipline and some plan of promoting men to positions of responsibility. There are two questions now in dispute with the clerks.

"First, W. H. Harrington claims pay as assistant foreman in House 5, Boston, while acting in the capacity of clerk. The company contends in this case it was within its right in temporarily abolishing the position of assistant foreman in House 5 and assigning thereto a clerk to perform the clerical duties incidental to the operation of the house, and to assign to the general foreman, whose offices are located in this house, the responsible duties of house manager. Harrington was paid the rates in accordance with his position as clerk. He was never informed, either verbally or otherwise, that he was to perform the duties of assistant house foreman.

Will Get New Men.

"The second case is a claim of a clerk for assignment to the position of foreman. The responsibility for the selection of men for a position of supervision rests with the management, and this important duty cannot be delegated to others.

"The company has suggested that all the facts be laid before an impartial body. If, in the face of this, the clerks are ordered by their leaders to strike and obey that order, the company will have to fill the places of those who leave its service.

"The New Haven management has always discussed with the union its employees any question of wages or working conditions, and it has never declined to meet and discuss with grand lodge officers proper subjects for discussion, and in those two particular cases it is willing to arbitrate the questions to be discussed."

Clifton Reeves and Patrick Gilday, Federal conciliators, came to New Haven to-day. It was said that the Secretary of Labor had asked them to make renewed efforts to effect a peaceful settlement of the dispute. They did not visit the clerks' headquarters, however.

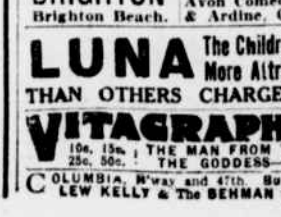
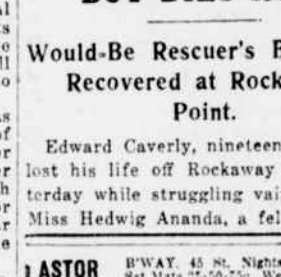
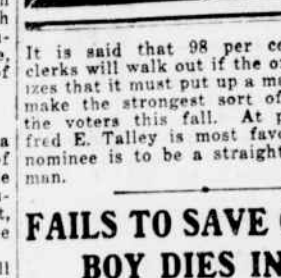
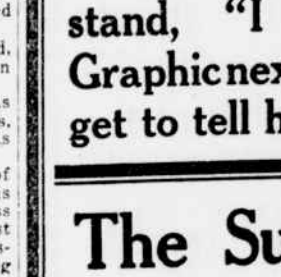
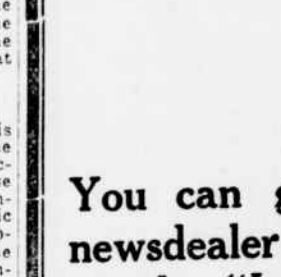
Mr. Forrester asserted to-day that the real grievance was the refusal of General Manager Bardo to live up to the agreement made with the clerks. Mr. Bardo's attitude, he continued, had convinced the clerks that he regarded the agreement as "a scrap of paper."

WINTER GARDEN MATINEE 2:15 P.M.
PASSING SHOW OF 1915
BLOIS MANN
PLAYHOUSE
CASTLES-IN-THE-AIR
CHAPINE
MANNATTAN
CORT

Under Cover

SIXTEEN pages in The Tribune

Graphic every Sunday showing you exactly how it looked—whether it was a battle, a garden party, a golf match or a factory in operation. Sixteen pages stripped of non-essentials—presented just as the events themselves would have photographed themselves on your brain if you had been there.



Next Sunday, for instance: New York's new skyline, ever changing and never more impressive than now—

Jerry Travers winning the Open Golf Tournament at Baltusrol and a whole page of other golf pictures—

The new battleship Arizona, slithering down the ways—

Battle pictures from Flanders to the Dardanelles and Galicia—unusual, close-up war pictures—

Landscape Gardening for the man who can't spend a fortune on his place, but loves to get good effects with flowers and trees—

The summer plays in New York.

Sixteen big newspaper-size pages covering the whole list of human interests.

You can get it by telling your newsdealer to-day, as you pass his stand, "I want that Tribune Graphic next Sunday." Don't forget to tell him to-day.

The Sunday Tribune

Sixteen-Page
Graphic Section

First to Last—the Truth:
News—Editorials—Advertisements

Miss Ananda, who was nine feet old and lived at Rockaway Point, stepped unexpectedly into deep water. Her cries were answered by a man who was close by.

Both had disappeared from the spot when Edward Cullen and Miss Hurley reached the spot. They repeatedly recovered Mrs. Ananda's body. Cullen's body was found. His home was at 64 North Street, Brooklyn.

Atlantic City, N. J., June 21.—Seas continued to roll in to-day, although hundreds patrolled the beach all day no more bodies of the drowned victims were found. The day inquiry has established that persons were lost in the heavy surf. The boy who was thought to be in reached shore. The bodies of the drowned victims are still missing, among them Miss Marian R. Cramer, Philadelphia.

WOULD-BE RESCUER'S BODY NOT RECOVERED AT ROCKAWAY POINT.

Edward Cullen, nineteen years old, lost his life off Rockaway Point yesterday while struggling vainly to save Miss Hedwig Ananda, a fellow bather.

ASTOR BWAY, 45 St. Nights (incl. Sun.) & Sat. Mat. 25c. Day. 25c. West Mat. 25c. LAST WEEK OF THE GREAT COMBINATION.

GEORGE BEANE ALLEN
Two Acts of Motion Pictures, Grand Spectacular
LONCARE
LAUGHING
CANDLER
500 Good Seats
In First Balcony.
30c, 75c & \$1.00.

LYRIC 4th St. West of B'way. Last Week. Times daily, 2:30 and 8:30. MONROE'S NEWLY RE-PAVED. Prices 25c & 50c. Condon. Place in Room.

LYCEUM
LADY WILKES OF DEEL and BEAL. Comedy. In Motion Pictures. 2:30, 8:30.